Measuring Training Effectiveness

Training is an expensive business, not just when you consider the hard costs of venues, trainers, printing material and potentially fees to develop elearning content, but also in terms of the investment in time, both by the learner and training administration staff. With this backdrop, all organisations are keen to ensure that the training they provide is as effective as it can be, and that the significant costs involved are justified.

TestReach offers a very comprehensive solution to measure formal and informal training effectiveness that fully supports all four levels of the Kirkpatrick Model. Tangible metrics are accurately measured and reported in an automated manner, which directly relate to key business goals and specific learning objectives.

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Kirkpatrick Model: All four levels of evaluation are supported
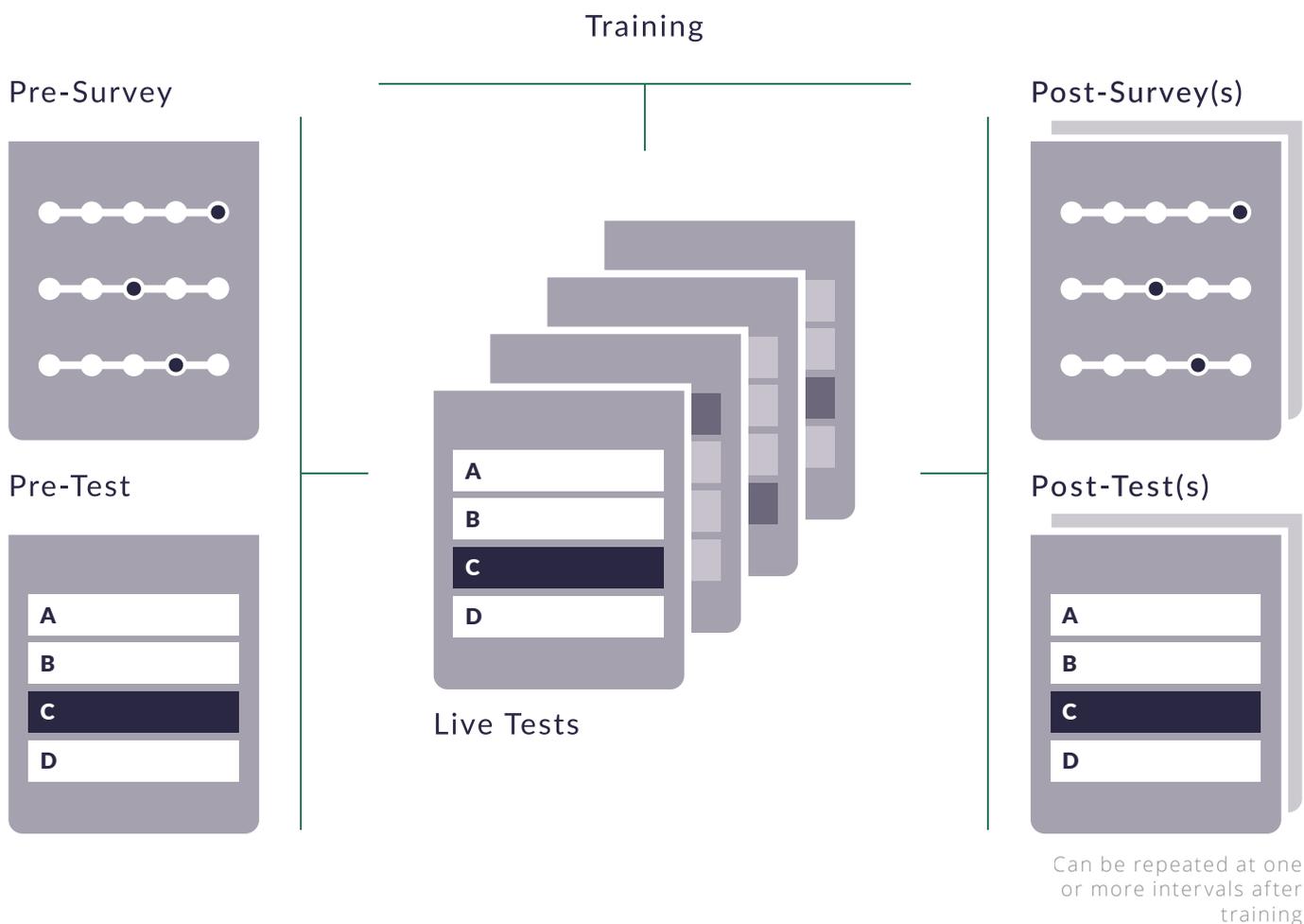
Reaction

Capturing participant feedback on the training; was the experience valuable, did they feel engaged, was the training relevant, etc.

Finding out how candidates rated their training experience is an essential part of evaluating effectiveness. Within TestReach it is very easy to create and roll out comprehensive surveys after training interventions, that can contain composite question types and branching logic to individually tailor the experience. With over 50 different question types, engaging surveys can be quickly created and automated reminders can be set up to ensure completions. There are also comprehensive analytics that enable the full examination of results, with options to export relevant data to Excel.

Learning

Determining if participants acquired the intended knowledge and skills as a result of the training, in line with set learning objectives.

Within TestReach, there are a number of ways to assess and evaluate knowledge and skill levels acquired via training. Diagnostic pre-tests can be rolled out that benchmark participant capabilities in advance of the training course. Questions can be grouped in whatever manner is required, for example by learning objective or section of a syllabus, which allows the results to be analysed in multiple different ways. It is also possible to include confidence ratings in these tests, so that participants indicate how confident they are in the answer they have given to the question. Confidence levels can provide a deeper level of

Training

Pre-Survey

Post-Survey(s)

Pre-Test

A
B
C
D

Live Tests

A
B
C
D

Post-Test(s)

A
B
C
D

Can be repeated at one or more intervals after training

insight into participant competency, as although many respondents may for example answer a question correctly, if on the whole they are not confident, then this can be a significant issue that needs to be properly addressed. Analysis of these pre-test results can also provide metrics to training facilitators on the competence of participants in advance of running the course, thus allowing the training to be calibrated to suit the audience. During the training intervention itself, additional tests may be rolled out that provide real-time indications as to improvements in knowledge and skill levels as the training progresses. In addition, within TestReach there are graphical facilitator dashboards, that allow individual questions to be displayed and discussed with participants, for example on a big screen, with the facilitator controlling when the results from the group of participants is revealed to the audience. These dashboards can be even more engaging and insightful when confidence ratings are used.

After the training, one or more post-tests can be rolled out with capabilities to randomise the same questions from the pre-test or to ask similar questions in a different way, all of which can be related to specific learning objectives. TestReach has a wealth of functionality when it comes to analysing test results and comparing the results of multiple tests over time. Features such as facility index, discriminatory index, distractor analysis, individual scores, learning objective ratings,

confidence ratings and overall pass rates are readily available. Relevant and tangible metrics relating to any changes in knowledge and skill levels before, during and after training, can be displayed in an array of graphical formats that can easily be transferred into management reports. It can also be useful to compare results from participants who may have attended similar training but delivered in a different format or by a different facilitator. In addition, there are options to automatically provide valuable feedback to participants such as areas where they did not score well or listing specific learning objectives that they failed to achieve.

Behaviour

Measuring the degree to which participants' behaviours changed as a result of the training; are they correctly applying the skills and knowledge they have acquired

Behaviours are typically analysed and evaluated by a manager / third party evaluator or the individual themselves. Within TestReach a pre-survey as well as one or more post surveys can easily be rolled out that allow for participants as well as third parties to rate an individual's performance. Most times the post surveys are rolled out at pre-defined periods after the training – for example at the end of the training then at 30, 60, 90 and 180 days, so that enough time is allowed to fully
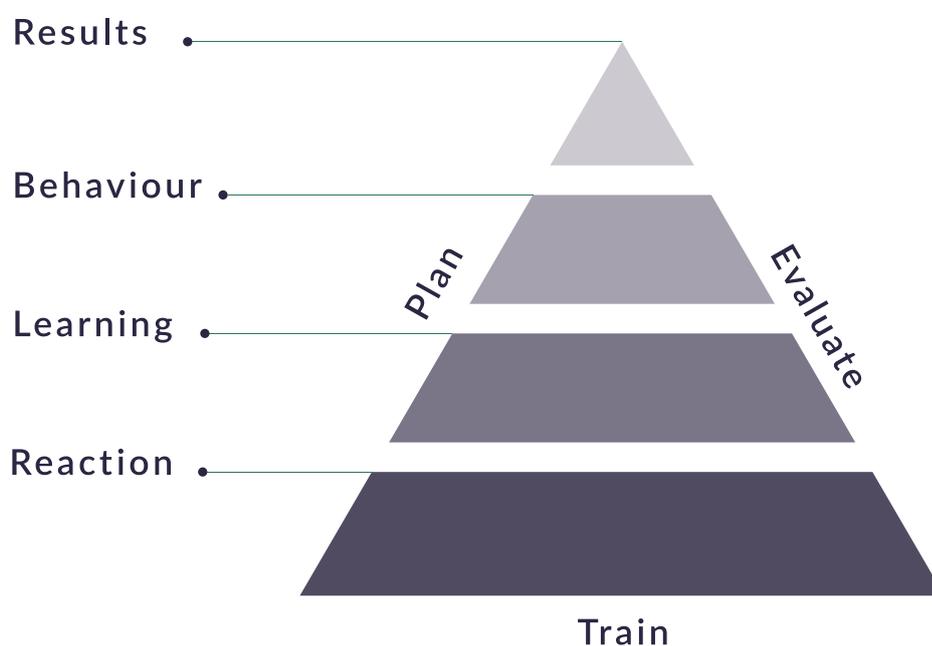
evaluate any behavioural changes. These surveys can be set up in advance and fully automated within TestReach, so that they each have their own automatic notifications to participants and launch at the correct dates and times, thus removing all of the administration overhead. For corporations, the full organisational structure can be set up within TestReach that includes the definition of hierarchies and job roles. Likert scale are the most popular kind of ratings questions and these, as well as a number of other relevant types are fully supported by TestReach. A sample question for a third party evaluator might be, "On a scale of 1 to 10, how would you rate this participant's ability to carry out xyz?" Or alternatively if the participant is self-assessing, "On a scale of 1 to 10, how would you rate your ability to carry out xyz?" Asking this same question before and at different stages after training allows for comparisons to be made and is a measure of whether or not participants are effectively applying the skills and knowledge they have acquired through the training process.

TestReach allows for the compilation and analysis of detailed metrics, which can be directly related back to specific learning objectives.

Results

Ascertaining the tangible results of the training and the improvements made. Effectively tracking the achievement of specific goals and KPIs that are directly related to learning objectives

The most important measurement to determine the success of any training intervention is the achievement of results. As part of the planning process, certain objectives are set for that training course and typically these are directly related to specific goals or KPIs. For example if in a call centre business client satisfaction ratings are low, then customer service training might be organised to address the issue. The objective of this training is to improve the customer-centric knowledge and skills of the employees, and the associated goal or KPI might be to increase the average client satisfaction rating from 3 to 8. In TestReach, questions relating to specific business goals can easily be pushed

out to participants or managers in advance of the training so that these goals can be quantified and measured. The same question sets can then be pushed out at one or more intervals after the training, to determine any delta. In the above scenario, a question such as, "What is the average client satisfaction rating?", asked before and after a training event, easily identifies whether or not the training has enabled the KPI to be reached. In addition, TestReach can easily be integrated with third party systems. This allows results data to be transferred to a different application where it can be correlated with other business data and KPIs.

Alternatively for a certification course run by a professional body or a college, the goal of the participant is to pass the formal exam at the end. So if the pass rates for a particular training course are in line with expectation, this is a measurement of the effectiveness of the course.

TestReach is a very powerful and cost-effective solution not only to measure the overall effectiveness of your training, but also to provide detailed analysis on each element of the material covered and any facilitators involved. It is very easy to use and can be completely configured to your own specific needs, so you have full flexibility to use only a sub-set of the Kirkpatrick evaluation levels available, plus our experienced consultants are on hand to provide guidance and best practice as required. Within one system you have the ability to easily and quickly create, roll out and collate survey and diagnostic test data from participants and third parties, all of which can be analysed in a holistic manner, giving you the full picture. To get the most from your training and optimise performance, why not get in touch and we'll set up a short online demo.

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